

Nugents

To Sell! To Sell! To Sell!
To Sell Goods—To Sell Dry Goods—To Sell Dry Goods to Ladies.

That is the object of this whole thing—The end and aim of these hundreds of clerks in this splendid building, handling these millions of dollars' worth of merchandise.

Moreover, this selling is to be done for CASH. And you may be sure that with all these preparations we are not going to be undersold. That would be too foolish. This week the machine will go forward with a tremendous impetus, propelled by bargains such as even ourselves have never given before.

Read About Them! Read About Them! Read About Them!

Silks and Grenadines.

Won't take a woman long to tell that these are cheap at prices named:

Black Taffeta Silks—Bright Finish Swiss Tulle at	50c
Very much finer, brighter and wider Swiss Goods at	75c
Foulards—24-inch Printed Foulards, new designs and pastel colorings, at	59c
24-inch Satin-Finished Printed Foulards, in beautiful printings—the usual price is 75c—our price for one lot only will be	75c
The Celebrated Stirling Black Taffeta—23 inches, guaranteed to wear so woven on every yard—we are the St. Louis agents for this make—considered the best black taffeta made—only	\$1.10
Black Silk Grenadines—45-inch All-Silk Grenadines, in plain, broken and graduated stripes—a special bargain at	\$1.00

New Spring Dress Goods.

AT HALF PRICE.

45-inch All Pure Wool Novelty Homespuns, in the new gray and tan mixtures, actual value 65c—this week at	33c
46-inch Silk-Mixed Crepons, in all the new spring colors, such as gray, tan, navy, old rose, helio, and reseda—reduced from \$1.50 to	75c
45-inch very fine grade imported Silk and Wool Bourette Plaids, in all the new pastel colorings—reduced from \$2.00 to	\$1.00

Black Dress Goods.

This Week We Offer a Great Purchase of

Black Mohair and Lace Grenadines

AT LESS THAN HALF PRICE.

148 pieces 38-inch Black Mohair Figured Grenadines, in bright, lustrous figures, 12 designs, only	Worth 50c
120 pieces 38-inch Black Lace Grenadines, in graded check effects (all black) and very open mesh—either quality can, if desired, be made over a colored lining, making a very effective and stylish costume—they were made to retail at 50c a yard, but a commission house was forced to realize on them at any price—we secured them so that we can sell same	21c

Hosiery.

Bought cheap—will sell cheap—Bargains not to be found elsewhere.

Ladies' Fast Black Imported Hose, real Maco yarn, high-spliced heels and double soles—a bargain ordinarily at 25c pair	Any or all of them at 17c
Children's Fast Black Cotton Hose, fine rib, medium weight, double knees, heels and toes—a regular 25c Stocking	Pair, Or 3 pairs for 50c
Children's Fine Rib Imported Red Cotton Hose, worth regularly 25c and 28c pair	
Misses' Fine Imported Plain Black Cotton Hose, double soles and double knees—desirable quality at 25c pair	
Men's Fine Gauge Imported Fancy Hose, new tan effects, that sell easily at 25c pair	
Men's Fine Full-Fashioned Hose, high-spliced heel and double sole—black or tan colored—a regular 21c Stocking	

Immense Millinery Bargains.

Such Beauty and Cheapness Will Make Our Millinery the Talk of the Town.



Just received 150 of the very latest Walking Hats—styles never before shown in St. Louis.
Panama Short Back Hats, trimmed with folded band of Poulard Silk, large full knot on side and Pom-pom of grass, in red, castor, brown and blue.
The New Sapho English Walking Hat, in rough braid, trimmed with stitched bands of corded silk, large ornament in back, two large Chrysanthemums and large hand-painted quill. Shades—Castor, brown, blue and black—an exquisite hat for very little money.
200 Fancy Turbans—Trimmed with fancy ribbons and malines, in all the new shades—fine hats at marvelously low prices—\$3.50 and \$4.75

350 Misses' and Children's Hats, in fancy braid flats and leghorns, trimmed with flowers and ribbons—\$1.25, \$1.75, \$2.00 and \$2.50 each.
For ladies who have such taste, such fine intuition, such perfect conception of style and such dexterity in putting millinery material together so as to secure a most pleasing effect that it would be an extravagance for them to buy new hats ready trimmed, we have a splendid assortment of millinery fixings, and at oh! so low prices. Among them these:

All the new fruits, cherries, grapes, berries, etc.—20 cartons just received	75c to \$3.50
A wonderful assortment of flowers that are perfectly natural in appearance—chrysanthemums, roses, carnations, violets, etc.—also black flowers that so becomingly fit with many a lady's dress	75c to \$3.00

Wash Goods Selling Extraordinary.

Splendid Bargains, All of These.

7½-cent extra heavy German Indigo Calicoes, in short lengths, 2 to 10 yards, at	4c
15-cent Corded Batiste, in 2 to 10 yard lengths, at	5c
12½-cent Satin Plaid Piques, 32 inch wide, in light blue and white effect, at	5c
10-cent Percales, fine quality, in china blue, navy, garnet and black and white, in 2 to 10 yard pieces, at	6½c
15-cent Fine Irish Dimities, this season's styles, in light and dark grounds, in 2 to 10 yard pieces, at	7½c
10-cent Fine Printed Piques, figures, stripes and dots, at	6c
25-cent Scotch Zephyrs, genuine imported goods, in plaids and stripes, at	12½c

NOW, LADIES, WAKE UP

We are going to do something unusual this week—Something never before done by ourselves or any one else in this city.

12 PRIZES 12

FOR AS MANY LUCKY LADIES IN ST. LOUIS.

OUR MODEL COSTUMES

Will be offered to-morrow at following prices. Reductions are from our own low prices. Sizes of these costumes are all 36-inch and 38-inch bust.

Prize No. 1 Superb black silk costume, entire waist of net applique, with front of skirt and flounce to match, pleated silk drop skirt—our price until Saturday evening was \$125.00; to-morrow, and until sold, you may have this for	\$62.50
Prize No. 2 Magnificent Crepe de Chine Costume, light blue, trimmed with deep flounce of cream thread lace around the over-skirt—also waist-trimmed, same with spangles—price until Saturday evening was \$175.00; to-morrow, and until sold, you may have this for	\$87.50
Prize No. 3 Charming black silk Costume, skirt tucked all over and with insertion of black guipure lace, waist bolero effect—with insertion and fine tucks—price until Saturday evening was \$125.00; to-morrow, and until sold, you may have this for	\$62.50
Prize No. 4 Costume of broadened French silk poplin in pearl gray, made over an entire double skirt of t feta silk, waist with cream duchess lace—price until Saturday evening was \$125.00; to-morrow, and until sold, you may have this for	\$62.50
Prize No. 5 Costume of splendid quality lilac taffeta silk, entire suit fine vertical tucks, deep flounce of thread lace, chiffon accordion pleated underskirt—price until Saturday evening was \$125.00; to-morrow, and until sold, you may have this for	\$87.50
Prize No. 6 Black lace Costume over white taffeta, white guipure insertion, waist bolero effect, with handsome satin brocade jabot—price until Saturday evening was \$135.00; to-morrow, and until sold, you may have this for	\$97.50
Prize No. 7 Black All-over Spangled Net Costume, very rich; over taffeta-skirt silk chiffon pleating—price until Saturday evening was \$125.00; to-morrow, and until sold, you may have this for	\$62.50
Prize No. 8 All-over embroidered Silk Waist in French gray—price until Saturday evening was \$25.00; you may have this to-morrow, and until sold, for	\$12.50
Prize No. 9 All-over embroidered Silk Waist, in cream—price until Saturday evening was \$25; you may have this to-morrow and until sold for	\$12.50
Prize No. 10 Beautiful Cerise Silk Waist, with white satin yoke and front, cream lace and braiding—price until Saturday evening has been \$25; you may have this Monday and until sold for	\$12.50
Prize No. 11 Heliotrope Silk Waist, yoke of fine Venetian cream guipure lace—price until Saturday evening was \$25; you may have this Monday and until sold for	\$12.50
Prize No. 12 Light pastel blue Silk Waist, fine knife pleat chiffon trimming, circular yoke of lace and narrow velvet—price until Saturday evening was \$25; you may have this Monday and until sold for	\$12.50

The goods in these twelve prizes are the finest of their kind. There are only twelve altogether, which is a small lot in this big city. Therefore, if interested, it would be well to act promptly. We will be glad to show them to you any way, whether you wish to purchase or not.

Tailor-Made Suits.

Special Offering.

\$27.50 for \$15.00

About 100 Suits, fine, light and medium gray, all-wool, homespun cloths—new Eton coat—to be worn open or closed—latest shape pleated skirt, entire suit lined throughout with good self-colored taffeta silk—these genuine \$27.50 suits will go at (each)..... \$15.00

Misses' Suits.

Nobby styles just

opened this week

for Misses and

Young Ladies. No-

tice especially.

Beautiful Eton Suits, in new gray, brown or tan, worth \$18.00, for (each)..... \$12.75

Separate Jackets.

At \$5.95—Nobby

Eton Jackets, double or single breasted.

At \$10.00—Grand

Made Jacket, all silk lined, in black or tan.

At \$15.00—Fine Co-

vert Cloth

Coats, in the odd sizes, suitable for short-waisted figures up to 47-inch bust.

Silk Waists.

At \$3.95

The New Ribbon Waists, in pretty, bright colorings.

At \$5.00

1000 Taffeta Silk Waists, fine quality, all-over cording and hemstitched, worth \$7.50.

Stenographers! Here's Something for You.

One thousand reams fine quality Linen Typewriter Paper, in ream (500 sheets) packages, worth \$1.00; this week
Stenographers' Note Books—Two big lots, two good sizes, two low prices—5c Book for	3c
10c Books for	5c
Also, Lead Pencils, erasers, etc., etc.	

Need Any Mattresses?

There'll be a big sale of these necessary household requisites this week, and there ought to be when such bargains as these will be at your disposal.
\$2.50 will buy one of our fine 35-pound Cotton Combination Mattresses, the kind that is sold everywhere at \$5.00. Our Price \$3.50
\$3.50 will buy one of our best 30-pound Hard-Plated Black Moss, no mixture and no dust, and sold throughout the city at \$5.00. Our Price \$6.50
\$5.00 will buy one of those celebrated new Cotton Felt Mattresses, with best feather-proof tick, 45 pounds in weight; these mattresses will not pack nor become solid; price everywhere \$15.00. Will sell a limited number at \$9.00
\$10.00 will purchase one of our Black Curled Hair Mattresses, weight 45 pounds and sold everywhere at \$18.00. Our Price \$10.90
\$17.50 will buy one of our long Natural Gray Horse Hair Mattresses, hair thoroughly curled and very elastic; weight 45 pounds; can't be duplicated anywhere less than \$24.00. Our Special Price \$17.50

Linens.

A Private Snap in Pattern Table Cloths.

500 Bleached All-Linen Irish Damask Table Cloths, actual size 66x88 inches, in twelve pretty patterns, such as Pansy, Grape, Fleur-de-Lis, Ivy Leaf, Shamrock, etc.—these cloths are worth to-day \$2.00 each, but having bought them cheap you may have them at..... Each \$1.50

But remember there are only 500 of them, which won't go very far in this big city, so don't delay if you want them.

White Goods.

Now for Some Stunning Bargains.

1,250 pieces Plain Stripes and Checked White Goods to be sold this week.

6½-cent quality White Dimity will go at (a yard).....	4c
10-cent quality Lace Lappet Lawn will go at (a yard).....	6½c
20-cent quality 40-inch Plain Nainsook will go at (a yard).....	12½c
35-cent quality Irish Linen Lawn, 36 inches wide, will go at (a yard).....	25c
N. B.—We have the biggest and best White Goods Department in the city.	

This Week We Give the Balance of the Grabinsky Stock of

Ladies' Muslin Underwear

At Bigger Bargains Than Ever.

Drawers—Trimmed with lace and tucks, only	20c
Another big lot of those 65c Drawers for	40c
A lot of those \$1.00 Drawers for	65c
50c Night Gowns for	35c
A big lot of those 85c Night Gowns for	60c
Others worth \$1.50 each for	90c
And others worth \$2.50 each for	\$1.50
A big lot Umbrella style, with embroidery and lace flounces, worth up to \$1.50 each for	90c
Another lot worth up to \$2.00 each for	\$1.25
A big lot of fine quality Skirts, beautifully trimmed, worth up to \$2.75 each for	\$1.65
Another big lot of those \$3.00 Skirts for	\$1.85
Again a much finer Skirt, elegantly trimmed, worth up to \$4.00 each, for	\$2.75
Skirt length and worth 85c each, for	50c
Extra length, worth up to \$1.50 each, for	95c
Beautifully trimmed on neck and skirt, worth up to \$2.50, for	\$1.50

To Go With the Grabinsky Stock We Have Secured

10 Dozen Silk Skirts at a Bargain.

They come in fancy plaids in red and black, lavender and black, black and white and mixtures, with deep accordion pleated flounces and black silk ruching—magnificent Skirts in every way, and a

Skirt Worth \$13.50, In This Great Sale for \$9.95

Another Great Opportunity to Buy

Laces and Embroideries Cheap.

We bring forward this week the balance of the Scharff great purchase of Laces and Embroideries. Thousands of yards in all widths and beautiful designs. Here they go.

Cambric Edges, 1½ inches wide, for	2c
Nainsook Edges, 3¼ inches wide, for	22c
Cambric Edges, 1½ inches wide, for	3c
Swiss Inserting, 1 inch wide, for	8c
Cambric Edges, 2 inches wide, for	4c
Swiss Inserting, 1 inch wide, for	10c
Cambric Edges, 2½ inches wide, for	5c
Swiss Inserting, 2½ inches wide, for	11c
Cambric Edges, 3 inches wide, for	6c
Swiss Inserting, 1½ inches wide, for	11c and 12c
Swiss Edges, 3 inches wide, for	12c
Swiss Inserting, 10 inches wide, for	15c and 18c
Nainsook Edges, 3¼ inches wide, for	15c
Swiss Inserting, 2 inches wide, for	15c
Nainsook edges, 3¼ inches wide, for	18c
Machine made—hundreds of yards, from 2 to 4 inches wide, all at one price	5c

Torchon Laces

A Remarkable Sale of

Ladies' Neckwear.

Every piece offered entirely new—every conceivable kind that is pretty and becoming.

Satin Pleated Stock Collars—With Mouseline de Soie bow, trimmed with ribbon—cheap at 50c, each	25c only
Liberty Silk Jabots—Trimmed with Liberty Silk July—beautiful in the extreme	50c only
Clerical Satin Stock Collars—Liberty Silk Jabot, trimmed collars and fashionable	98c only
And Something Entirely New—Will jump into popularity with a bound—New Silk Ties—corded center and hemstitched, as elegant a tie as can well be imagined—the prettiest in town for the money	50c each

Nothing But the Best and Brightest New Spring Styles in

Boys' Clothing.

We try to make it very easy to fit that boy of yours in a stylish suit. Enormous assortment, carefully selected stock, surprisingly low prices, make this the most popular Boys' Clothing Department in St. Louis. It doesn't take a judge of wools to see how much you save on these suits.

Sailor Suits and Middy Vest Suits.

Sizes Up to 10 Years—

Representing probably the grandest assortment ever offered in the United States at a popular price. Sailors in all colors, trimmed with silk braid. Middles with fancy or plain vests, in nearly every desirable style or color—expect to see suits worth every cent of \$5.00—

Monday, at..... \$3.50

Combination Knee Suits.

(Sizes Up to 15 Years.)

An extra pair of pants and stylish golf cap, that practically cost you nothing. The single suit is worth all you pay for the entire outfit—1 coat, 2 pair double seat and knee pants, 1 cap—Monday

cap—Monday..... \$5.00

Combination Vest Suits.

(7 to 16 years.)

We're always doing something a little different, always giving a little more for the money than most people. It's the secret of our success in the Boys' Clothing business.
This week—Double-breasted coat, 2 pair pants, fancy silk vest, cap to match suit—all-wool..... \$6.75

\$10 LONG PANTS SUITS at - - \$7.95

Genuine \$10.00 suits, every one of them—all made with stylish double-breasted vests—patterns that are shown by all the prominent tailors—every suit strictly all wool—Monday..... \$7.95

B. NUGENT & BRO. DRY GOODS CO., Broadway, Washington Avenue and St. Charles Street.